



Orders

Order / Rev:	706106
Alt Order #:	06274895
Product Desc:	ROMNEY FOR PRESIDENT
Estimate:	159
Flight Dates:	08/15/12 - 08/21/12
Original Date / Rev:	08/13/12 / 08/13/12
Order Type:	Political

	WFMY-TV
Primary AE:	Nick Welte
Sales Office:	T-PHI
Sales Region:	NAT

Agency

Name: American Rambler Productions/ POL

Buying Contact: _____

Billing Contact: _____

138 Conant Street

Beverly, MA 01915

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser

Name:	Romney/ R / President
Demographic:	A35+
Product Codes:	PL-Presidential
Priority:	P-2
Revenue Codes:	AGY, GEN, POL

New Business Thru: _____
 Order Separation: 00:15:00
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/21/12	96	\$37,755.00	\$32,091.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	96	\$37,755.00	\$32,091.75	0.00
Totals	96	\$37,755.00	\$32,091.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WFMY-TV	25%	\$37,755.00
Market	100%	\$151,020.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WGHP	37%	\$55,877.40
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WTWB	0%	\$0.00
WUNL	0%	\$0.00
WUPN	0%	\$0.00
WXII	36%	\$54,367.20
WXLV	2%	\$3,020.40

[illegible]

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 Estimate: 159

WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WFMY	08/15/12	08/17/12	M-F 6-8a Good Morning Show	CM	6-8a	-- WTF--	:30	3	\$175.00	P-2	0.00	NM	3	\$525.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-- WTF--	3		\$175.00		0.00						
E 3	WFMY	08/15/12	08/17/12	CBS This Morning CBS This Morning	CM	8-10a	-- WTF--	:30	3	\$90.00	P-2	0.00	NM	3	\$270.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-- WTF--	3		\$90.00		0.00						
E 4	WFMY	08/20/12	08/21/12	CBS This Morning CBS This Morning	CM	8-10a	MT-----	:30	2	\$90.00	P-2	0.00	NM	2	\$180.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	MT-----	2		\$90.00		0.00						
E 5	WFMY	08/20/12	08/21/12	M-F 10-11a Andy Griffith/Jeopard	CM	10-11a	MT-----	:30	2	\$80.00	P-2	0.00	NM	2	\$160.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	MT-----	2		\$80.00		0.00						
E 6	WFMY	08/15/12	08/17/12	M-F 10-11a Andy Griffith/Jeopard	CM	10-11a	-- WTF--	:30	3	\$80.00	P-2	0.00	NM	3	\$240.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-- WTF--	3		\$80.00		0.00						
E 7	WFMY	08/15/12	08/17/12	Price Is Right Price Is Right	CM	11a-12p	-- WTF--	:30	6	\$250.00	P-2	0.00	NM	6	\$1,500.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-- WTF--	6		\$250.00		0.00						
E 8	WFMY	08/20/12	08/21/12	Price Is Right Price Is Right	CM	11a-12p	MT-----	:30	4	\$250.00	P-2	0.00	NM	4	\$1,000.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	MT-----	4		\$250.00		0.00						
E 9	WFMY	08/20/12	08/21/12	News2 at Noon News2 at Noon	CM	12-1230p	MT-----	:30	4	\$250.00	P-2	0.00	NM	4	\$1,000.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	MT-----	4		\$250.00		0.00						
E 10	WFMY	08/15/12	08/17/12	News2 at Noon News2 at Noon	CM	12-1230p	-- WTF--	:30	6	\$250.00	P-2	0.00	NM	6	\$1,500.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-- WTF--	6		\$250.00		0.00						
E 11	WFMY	08/15/12	08/17/12	M-F CBS Soaps M-F CBS Soaps	CM	1230-2p	-- WTF--	:30	3	\$350.00	P-1	0.00	NM	3	\$1,050.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-- WTF--	3		\$350.00		0.00						
E 12	WFMY	08/20/12	08/21/12	M-F CBS Soaps M-F CBS Soaps	CM	1230-2p	MT-----	:30	2	\$350.00	P-1	0.00	NM	2	\$700.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	MT-----	2		\$350.00		0.00						
E 13	WFMY	08/15/12	08/17/12	M-F 2-3p The Talk	CM	2-3p	-- WTF--	:30	3	\$200.00	P-1	0.00	NM	3	\$600.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-- WTF--	3		\$200.00		0.00						
E 14	WFMY	08/20/12	08/21/12		CM	2-3p	MT-----	:30	2	\$200.00	P-1	0.00	NM	2	\$400.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 2-3p The Talk										
				1X MAX/DAY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	MT-----				2	\$200.00		0.00			
E 15	WFMY	08/15/12	08/17/12	M-F 3-4p Let's Make a Deal	CM	3-4p -- WTF--	:30	3	\$200.00	P-1	0.00	NM	3	\$600.00
				1X MAX/DAY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-- WTF--				3	\$200.00		0.00			
E 16	WFMY	08/20/12	08/21/12	M-F 3-4p Let's Make a Deal	CM	3-4p MT-----	:30	2	\$200.00	P-1	0.00	NM	2	\$400.00
				1X MAX/DAY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	MT-----				2	\$200.00		0.00			
E 17	WFMY	08/15/12	08/17/12	News 2 at 5 News 2 at 5	CM	5-530p -- WTF--	:30	3	\$350.00	P-2	0.00	NM	3	\$1,050.00
				1X MAX/DAY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-- WTF--				3	\$350.00		0.00			
E 18	WFMY	08/20/12	08/21/12	News 2 at 5 News 2 at 5	CM	5-530p MT-----	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
				1X MAX/DAY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	MT-----				2	\$350.00		0.00			
E 19	WFMY	08/20/12	08/21/12	530-6p Andy Griffith 530-6p Andy Griffith	CM	530-6p MT-----	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
				1X MAX/DAY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	MT-----				2	\$400.00		0.00			
E 20	WFMY	08/15/12	08/17/12	530-6p Andy Griffith 530-6p Andy Griffith	CM	530-6p -- WTF--	:30	3	\$400.00	P-1	0.00	NM	3	\$1,200.00
				1X MAX/DAY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-- WTF--				3	\$400.00		0.00			
E 21	WFMY	08/15/12	08/17/12	News 2 at 6 News 2 at 6	CM	6-630p -- WTF--	:30	3	\$575.00	P-2	0.00	NM	3	\$1,725.00
				1X MAX/DAY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-- WTF--				3	\$575.00		0.00			
E 22	WFMY	08/20/12	08/21/12	News 2 at 6 News 2 at 6	CM	6-630p MT-----	:30	2	\$575.00	P-2	0.00	NM	2	\$1,150.00
				1X MAX/DAY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	MT-----				2	\$575.00		0.00			
E 23	WFMY	08/20/12	08/21/12	PA (M-F) PA (M-F)	CM	7-8p MT-----	:30	2	\$750.00	P-1	0.00	NM	2	\$1,500.00
				1X MAX/DAY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	MT-----				2	\$750.00		0.00			
E 24	WFMY	08/15/12	08/17/12	PA (M-F) PA (M-F)	CM	7-8p -- WTF--	:30	3	\$750.00	P-2	0.00	NM	3	\$2,250.00
				1X MAX/DAY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-- WTF--				3	\$750.00		0.00			
E 25	WFMY	08/20/12	08/21/12	News 2 at 11 News 2 at 11	CM	11-1135p MT-----	:30	2	\$650.00	P-1	0.00	NM	2	\$1,300.00
				1X MAX/DAY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	MT-----				2	\$650.00		0.00			
E 26	WFMY	08/15/12	08/17/12		CM	11-1135p -- WTF--	:30	3	\$650.00	P-1	0.00	NM	3	\$1,950.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				News 2 at 11										
				News 2 at 11										
				1X MAX/DAY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	--WTF--		3		\$650.00		0.00				
E 27	WFMY	08/21/12	08/21/12	Tue Prime A NCIS	CM	8-9p -T-----	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-T-----		1		\$3,000.00		0.00				
E 28	WFMY	08/15/12	08/15/12	Wed Prime C CSI: Crime Scene Inv	CM	10-11p --W----	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	--W----		1		\$1,100.00		0.00				
E 29	WFMY	08/17/12	08/17/12	Fri Prime B DO NOT USE- Use Pan	CM	Panthers Pre-Seas- - - - F - -	:30	1	\$1,000.00	P-5	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	----F--		1		\$1,000.00		0.00				
E 30	WFMY	08/17/12	08/17/12	Fri Prime C DO NOT USE-Use Pant	CM	Panthers Pre-Seas- - - - F - -	:30	1	\$1,000.00	P-5	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	----F--		1		\$1,000.00		0.00				
E 31	WFMY	08/18/12	08/18/12	Good Morning Show Sat Good Morning Show Sa	CM	7-9a (7:00 AM-9:00 AM) - - - - S -	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	-----S-		2		\$175.00		0.00				
E 32	WFMY	08/18/12	08/18/12	PGA Golf Wyndham Champ Golf	CM	3-6p (3:00 PM-6:00 PM) - - - - S -	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	-----S-		1		\$750.00		0.00				
E 33	WFMY	08/18/12	08/18/12	News 2 at 6 Saturday News 2 at 6 Saturday	CM	6-630p - - - - S -	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	-----S-		1		\$200.00		0.00				
E 34	WFMY	08/18/12	08/18/12	PA (Sa) PA (Sa)	CM	7-8p - - - - S -	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	-----S-		1		\$175.00		0.00				
E 35	WFMY	08/18/12	08/18/12	Sat Prime A Crimetime Saturday	CM	8-9p - - - - S -	:30	1	\$500.00	P-4	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	-----S-		1		\$500.00		0.00				
E 36	WFMY	08/18/12	08/18/12	Sat Prime B Crimetime Saturday	CM	9-10p - - - - S -	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	-----S-		1		\$500.00		0.00				
E 37	WFMY	08/18/12	08/18/12	Sat Prime C 48 Hours Mystery	CM	10-11p - - - - S -	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	-----S-		1		\$1,200.00		0.00				
E 38	WFMY	08/18/12	08/18/12	News 2 at 11 News 2 at 11	CM	11-1135p - - - - S -	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	-----S-		1		\$650.00		0.00				
E 39	WFMY	08/18/12	08/18/12	1135-1235a Sat 1135-1235a Sat	CM	1135-1235a - - - - S -	:30	1	\$80.00	P-3	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	-----S-		1		\$80.00		0.00				
E 40	WFMY	08/19/12	08/19/12	Good Morning Show Sun Good Morning Show Su	CM	7-9a (7:00 AM-9:00 AM) - - - - S	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00

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E 40	WFMY	08/19/12	08/19/12	Good Morning Show Sun	CM	7-9a -----S	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
				Good Morning Show Su		(7:00 AM-9:00 AM)								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S		2		\$175.00			0.00			
E 41	WFMY	08/19/12	08/19/12	CBS Sunday Morning	CM	9-1030a -----S	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
				CBS Sunday Morning										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S		2		\$350.00			0.00			
E 42	WFMY	08/19/12	08/19/12	Face the Nation	CM	1030-11a -----S	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
				Face the Nation										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S		1		\$700.00			0.00			
E 43	WFMY	08/19/12	08/19/12	PGA Golf	CM	3-6p -----S	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
				Wyndham Champ Golf		(3:00 PM-6:00 PM)								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S		1		\$750.00			0.00			
E 44	WFMY	08/19/12	08/19/12	News 2 at 11	CM	11-1135p -----S	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
				News 2 at 11										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S		1		\$650.00			0.00			
												Totals	96	\$37,755.00